

Naomi House, MLIS

Founder, Editor & Publisher of INALJ.com

May 12, 2014

NDSA Outreach Call: Library of Congress
Presentation / Webinar

Constrictions *as* Strategy:

Building Your Network with
Low Cost and No Cost Branding
& Marketing Tools



Naomi House, MLIS



- **Naomi House, MLIS**
- Graduate of Rutgers
- Former Government Contractor for a Federal Library
- Founded INALJ Daily Jobs Digest
- And INALJ.com
- And I worked full time, went to school & ran my husband's website

Stages and Steps

- Strategizing- what do I need & want?
 - Planning- who can use me?
- Executing- when can I do this?
 - Stabilizing- what works?
- New- address efficiency often!
 - Perform- just hit your marks

Branding Backwards: or, what's in a name?

Strategy: to be explicit

- **I** = because it is personal
- **Need** = because we need \$ to survive
 - **Library** = MLS; MLIS
- **Job** = work, income, growth

INALJ: Growing from the Grassroots Up

- Email listserv **free & self-selected**
- Spam Lightly **if your service is free**
- Create conversation and sharing spots
Facebook, Twitter, LinkedIn, INALJ.com



Positivity **for the win**
Change **SLOWLY**

BRANDED SUCCESSFULLY

- [Librarian in Black](#)
 - [LLRX](#) & [BeSpacific](#)
 - [Lipstick Librarian](#)
 - [Librarian.net](#)
 - [Annoyed Librarian](#)
 - [Free Range Librarian](#)
 - [Justin the Librarian](#)
 - And [more ...](#)
- [Blended Librarian](#)
 - [INALJ](#)



Am I a Brand Yet?

Branding is acknowledgement by others of something you are good at

- You must have buy in from others
- Others will surprise you with how they see you
- Be active beyond the boundaries of the LIS community
- Make sure you know your niche!

MARKETING YOUR LIBRARY



- Others have done it better - WHO
- A simple toolkit of resources I love - WHAT, WHERE
- Rolling it out & Collaborations - WHEN, WHY

WHO/WHAT/WHERE

- **The M WORD** (Kathy Dempsey & Nancy Dowd)
<http://themwordblog.blogspot.com/>
- **Libraries are Essential** (Kathy Dempsey)
<http://www.librariesareessential.com/>
- **TECHSOUP FOR LIBRARIES**
<http://techsoupforlibraries.org/> &
<http://www.techsoup.org/libraries>

WHO/WHAT/WHERE

- An interview with Terry Kendrick, guru of strategic marketing in libraries
<http://www.americanlibrariesmagazine.org/article/marketing-your-library>
- Marketing Libraries Is like Marketing Mayonnaise
<http://lj.libraryjournal.com/2013/04/opinion/advocates-corner/marketing-libraries-is-like-marketing-mayonnaise/>
- ProQuest Library Marketing Tools
<http://www.proquest.com/en-US/utilities/toolkits/default.shtml>

INALJ

Information professionals working to help you find a job!

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NAOMI HOUSE:
FOUNDER, PUBLISHER
& EDITOR

Contact naomi.house@inalj.com
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A Primer For Conference Volunteers

Amanda Brooks, Head Editor, INALJ British Columbia A Primer For...



INALJ is Going Global: and we
need international volunteers



Do's and Don'ts for your first
ALA Annual conference



A Primer For Conference
Volunteers



A Job App's Day and Other Job
Hunting Strategies

Articles

ARTICLES

INALJ is Going Global: and we need international volunteers

by [Naomi House](#) · May 11, 2014



by Naomi House, MLIS INALJ is Going Global: and we
need international volunteers Since the beginning

Interviews

INTERVIEWS

Why a High School Librarian is Still
Excited to Return for Her 41st First Day of
School

by [Articles Editor](#) · April 23, 2014

Constrictions: making a list

- Mission Statement
- Constituencies/ Patrons/ Customers / Stakeholders
- Budget \$\$\$\$
- Time & Effort
- Familiarity with Platforms

Actually are Great Limiters

Free and Low Fee

- Social Media use what you know
- Brainstorm (SWOT)
- Consult who is doing what you want to do
- Boundaries are key

 **TAKE ACTION** 

- Try something
- Analysis time
- Only retain **what works!**

TWITTER #hashtag

GOOD



#MLSadvice

BAD



#myNYPD

TWITTER Following

Follow Everyone...

Add Like Minded, Similar Groups

Reply!!! Converse!!!

Then weed!

[FriendorFollow](#)

[23 Twitter Tools](#)

Facebook Ads

Goodbye Free ... Hello Fee



Actually, Boosts & Promotions Can Work!

Other Ideas

- ❑ LinkedIn and Facebook Groups
- ❑ Non-Library/Museum Associations
- ❑ Polls and Participation
- ❑ Pinterest
- ❑ Write....for You and Others
- ❑ Present, Panel, Webinar, Speak, Walk & Talk

***Strategy only works IF you
update consistently***

So what is your pitch?

- ✓ Do you have an elevator speech?
- ✓ A taxi cab speech?
- ✓ A Thanksgiving pitch?
- ✓ Or can you pitch it like a movie?
- ✓ Can you sell it beyond our field?

***Pitches need planning to go off
without a hitch***

INALJ Today: Success Story

- 5,671,071 views on INALJ.com!
- 180+ volunteers
- 1,500+ have found jobs
- 5,951 Facebook fans
- 4,902 Twitter followers
- 25,492 Tweets
- 3,261 LinkedIn Group members



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DO NOT ASK



Unless you are **willing** to act
on the suggestions